

August 26, 2011

To: Executive Board

Subject: **Proposed Foothill Transit Endorsement Policy**

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### **Recommendation**

Adopt the proposed Foothill Transit Endorsement Policy.

### **Analysis**

Contracted vendors who have conducted business with Foothill Transit are increasingly requesting the agency's permission to use the Foothill Transit logo, images, and endorsements in promotional materials for their services or products. There is no current policy in place that governs these requests. Previously they have been reviewed on a case-by-case basis.

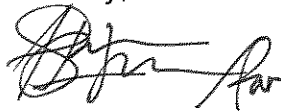
As it is important for the agency to maintain impartiality regarding vendors who may potentially be bidding on future projects with the agency, an official endorsement policy would serve as written communication of Foothill Transit's commitment to a fair and unbiased procurement environment for all potential contractors. The proposed policy is as follows:

### **Foothill Transit Endorsement Policy**

*Through specific contract provisions, Foothill Transit will prohibit its contractors from using the agency's name, logo, or images in vendor promotional materials, written or oral endorsements, customer profiles, online information, or sales collateral unless specifically authorized in writing by Foothill Transit's Executive Director.*

*Foothill Transit permits its contractors to cite Foothill Transit as a reference when the contractor responds to a bid or proposal. All requests for references will be coordinated by the Executive Director.*

Sincerely,



Felicia Friesema  
Marketing and Communications Manager



Doran J. Barnes  
Executive Director